

2016 EDITION

TOP 10 MARKETING AUTOMATION SOFTWARE REPORT

Comparison of the Leading Marketing Automation Software Vendors

Overview of Marketing Automation Software Solutions

The key to branding success in the modern business world is building a dynamic marketing strategy that engages users across a variety of channels. To do this, marketing teams must design and implement increasingly complex campaigns that require a more cohesive administrative portal. Marketing automation software provides companies with an intelligent, centralized system to better manage campaigns and other crucial marketing techniques. With an automated marketing structure in place, businesses are able to optimize all components of lead generation and execute more powerful communication strategies. Considering that virtually all companies utilize tailored marketing activities today, any business will find value investing in a marketing automation system.

Leading marketing systems include tools for standard activities such as email marketing and on-site optimization, as well as modules to streamline efforts on social channels and manage campaigns. Many solutions offer integration capabilities with sales force automation, customer support and other CRM systems. Prior to choosing marketing automation software, you should first evaluate features such as database and list management functionality, extent of vendor communication abilities, lead-tracking functionality and reporting facilities.

Review our [Top 10 Marketing Automation report](#) to compare features, pricing and delivery models of the leading industry solutions.



About Business-Software.com

Business-Software.com is your go-to source for business software reviews, expert advice, in-depth articles and product white papers to meet all of your software needs. We're the most comprehensive online resource for buyers and vendors, catering to more than 300,000 members who trust us to connect them with the right software.

We offer exclusive comparison reports for 80+ business software segments, enabling you to efficiently research and review highly rated software products. Download our free reports to discover top business solutions for Accounting, CRM, ERP, CMS, Manufacturing, HR and more.

Top 10 Marketing Automation Software Comparison

<p>Marketo Engagement Marketing Platform</p>  <p>www.marketo.com</p>	<p>Oracle Marketing Cloud</p>  <p>www.oracle.com</p>	<p>HubSpot</p>  <p>www.hubspot.com</p>	<p>Salesforce Marketing Cloud</p>  <p>www.salesforce.com</p>	<p>Infor Enterprise Marketing Suite</p>  <p>www.infor.com</p>
<p>\$\$\$</p>	<p>\$\$\$\$</p>	<p>\$\$</p>	<p>\$\$\$</p>	<p>\$\$\$\$</p>
<p>Select Customers New Relic, Eventbrite, Apptus, Adroll, LiveIntent, Mulesoft, SurveyMonkey</p>	<p>Select Customers Dow Jones & Company, Ellie Mae, Johnson & Johnson, Miami Heat</p>	<p>Select Customers AmeriFirst Home Mortgage, Cogentys, ePrize, Skybay</p>	<p>Select Customers NBC Universal, Kelly Services, Pandora, Burberry, SunEdison</p>	<p>Select Customers Bell Canada, LAPEYRE, Navy Federal Credit Union, Tommy Bahama</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Lead generation • Build emails, landing pages and nurture campaigns without IT • Track, manage and report on cross-channel marketing campaigns • Scores campaign responses and ensures responses receive follow-ups • Maps ROI for marketing campaigns • Event and webinar marketing • Qualify hot, warm and cold prospects • Easy integration with SFDC • Two-way CRM sync • Anonymous web traffic monitoring • Website personalization, predictive content and account-based web marketing 	<p>Additional Features</p> <ul style="list-style-type: none"> • Use text and voice messages to access a wider audience • Deliver relevant content to prospects by leveraging RSS (Really Simple Syndication) technology • Customize URLs to communicate with prospects in a relevant and personalized manner • Develop lead nurturing programs • Database health reporting gives a diagnosis of the health of the marketing database • Measure success of campaigns through reports and dashboards 	<p>Additional Features</p> <ul style="list-style-type: none"> • Keyword research • Link tracking • Optimize your site and drive conversions • Anonymous company tracking • CRM integration • Lead nurturing • Closed-loop reporting helps you calculate marketing ROI • Competitor tracking • Access the marketplace forums to find help with apps and services • Lead intelligence gives your sales team a complete lead history that includes page views, emails and form submissions 	<p>Additional Features</p> <ul style="list-style-type: none"> • Spark conversations with customers based on real-time interactions • Test multiple variations of content, channel, timing and frequency • Monitor deliverability performance • Engage in two-way mobile communications that include pictures, videos and audio with MMS • Utilize automated geo-targeting • Track when a customer opens your app, how much time they spend interacting and details about their location • Collect explicit and implicit behavioral data • View page views, click-through rates and more with comprehensive tracking 	<p>Additional Features</p> <ul style="list-style-type: none"> • Consistent view of customer data, stored in your local database or remote system • Easy access to customer spending history • Quick access to recent activity plus sales, product and service information • Sales patterns and trends insight • All the data you need to turn interactions into sales at your fingertips • Gain insight by accessing customer spending history and recent activity • Field service management • Multi-channel fulfillment and service • Partner relationship management

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<p>Sitecore Experience Platform</p>  <p>www.sitecore.net</p>	<p>Adobe Marketing Cloud</p>  <p>www.adobe.com</p>	<p>Act-On</p>  <p>www.act-on.com</p>	<p>Teradata Integrated Marketing Cloud</p>  <p>www.teradata.com</p>	<p>IBM Silverpop</p>  <p>www.ibm.com</p>
<p>\$\$\$\$</p>	<p>\$\$\$</p>	<p>\$\$</p>	<p>\$\$\$</p>	<p>\$\$\$\$</p>
<p>Select Customers Heineken, LEGO, Microsoft, Nestle, Siemens</p>	<p>Select Customers Aspen Skiing Company, eBags, FAO Schwarz, iHotelier</p>	<p>Select Customers Circle S Studio, LearnPad, starshot, Templeton & Company</p>	<p>Select Customers 3M, AT&T, Capital One, Dell, Nordstrom</p>	<p>Select Customers General Electric, ING, Orvis, PETCO, Stanford University</p>
<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 	<p>Key Features</p> 
<p>Additional Features</p> <ul style="list-style-type: none"> • Measure initiatives across multiple channels • Track engagement of your customers and visitor types • Discover which user experiences and trends deliver the best results • Create personalized offers and calls to action based on visitor behavior • Use progressive profiling to offer relevant content • Optimize lead nurturing • Integrate information from CRM, web and email channels • Sales intelligence • Integrate with existing CRM systems • Track ROI 	<p>Additional Features</p> <ul style="list-style-type: none"> • Provides you with comprehensive analytics on your customers, demographic and viewer behavior • Features A/B and multivariate testing tools • Can target content delivery based on viewer behavior and user-defined rules • Identifies social media trends and tracks social campaigns, including promotions and contests • Works with your paid search engine ad campaigns to boost ROI and audience engagement • Handles all web and mobile assets 	<p>Additional Features</p> <ul style="list-style-type: none"> • Lead nurturing • CRM integration • Lead scoring • List management • Reporting • Webinars and events • Administration and privileges • Inbound marketing • Automated programs to handle all repetitive tasks • Drip marketing • Automatic hand-off to sales • Measure performance in real time • Dynamic content • Drag-and-drop interface • Customer and prospect database • Website visitor tracking 	<p>Additional Features</p> <ul style="list-style-type: none"> • Users can create their own marketing messages • Works across multiple online channels • Identifies messages that resonate best with an audience • Customer interaction manager • Real-time interaction manager • Customizable emails, texts and social outreach • Predictive and big data analytics • Planning and spending manager • Workflow and collaboration manager • Users can target messages toward specific audience segments 	<p>Additional Features</p> <ul style="list-style-type: none"> • Rank customers and prospects based on buying criteria, behaviors and demographics • Track customers by the actions they take on your website and create content that matches their interests • Design and publish web forms without the need for IT support • Comes with 80 customizable reports • Manage and score leads • Email send time optimization • CRM integration • Third-party app integration • Campaign builder

Related Software Solutions

Business-Software.com recommends that organizations looking for marketing automation software solutions also explore related marketing tools. Review the following product as a supplement to your marketing software selection.



Centralpoint is an out-of-the-box enterprise content management system with the largest module gallery available in the industry and a comprehensive data transfer application. The solution provides a centralized platform in which to easily manage and classify content.

✓ **Great for content organization and accessibility!**

www.oxcyon.com

Select Customers

Avamere, IOMA, jetBlue Airways, Nueterra

Key Features

- Reporting and BI
- Automatically alert users
- Forms and workflow management
- Integration with back office
- Filtered by role of users
- Microsites, mobile, departments
- Content management
- Shared services
- Data transfer module
- Converts information to knowledge through crosswalks
- Multiple polyhierarchical classification
- Quality control portal